DIY, Auto Biz Most Consistent in '78-79

Nationwide DSN Report

Home improvement and automotive accessory departments were the most consistent sales producers for discount stores last year, according to statistics in the 1978-79 Mass Retailers' Merchandising Report, published by the National Mass Retailing Institute.

The report breaks out sales within each department by sales accounting period, giving the percentage of department sales achieved in each of the 12 periods (of four or five weeks duration).

Sales in home improvement departments ranged from a low of 5.7% in the first period (February) to a high of 11.1% in the period that corresponds roughly with September, showing the least seasonality of all departments measured.

Auto accessory sales were almost as consistent during the year, ranging between 4.8% (in February) and 10.4% (in December).

Basic apparel items proved their year-long appeal, as bras and foundations; blouses, sweaters, and sports, leisure and beach wear, and infants' clothing all showed sales percentage ranges lower than 9.2 percentage points (see chart).

Including juvenile furniture within the infants' wear category made the department's sales even more consistent. Nonseasonal sales of such items as high chairs, cribs, playpens and car beds flattened out the peaks and valleys, reducing the percentage variation to 8.5 points.

Books recorded more than 14% of their sales during the period that coincides (roughly) with December, reflecting the giftability of hardcover editions. The lowest sales period for the book department was 5.8%, in February, and the variance of only 8.6 percentage points makes books one of the most consistent sellers.

Two other basic departments —housewares and paint—were also among the 10 most consistent departments, with no more than 9.5 percentage points variation between the best-selling period and the slowest. Paint peaked in the summer months, (when DIYers could wield paint brush and

(Continued on page 34)

Building Supplies Show Least Fluctuation

Rank	Department	Feb. 4 wk.	March 5 wk.	Apr. 4 wk.	May 4 wk.	June 5 wk.	July 4 wk.	Aug. 4 wk.	Sept. 5 wk.	Oct. 4 wk.	Nov. 4 wk.	Dec. 5 wk.	Jan. 4 wk.	Range
1	Building Supplies	5.7	6.7	8.8	6.5	8.2	7.1	8.1	11.1	9.7	10.7	9.9	6.2	5.4
2	Auto Accessories (Excluding Serv., Labor)	4.8	7.9	7.8	8.5	9.8	7.5	8.5	10.1	10.3	9.4	10.4	4.6	5.8
3	Domestics	5.6	7.9	8.0	8.2	7.8	7.8	7.6	8.9	8.2	8.9	12.4	5.5	6.9
4	Bras and Foundations	6.0	8.6	8.0	8.7	12.1	8.0	10.3	9.3	6.7	7.3	10.1	5.0	7.1
5	Infants' (Incl. Furn.)	5.0	8.8	7.4	7.1	7.1	6.1	8.1	11.3	9.9	10.6	13.5	5.2	8.5
6	Blouses, Sweaters, Sports, Leisure, Beach Wear, etc.	4.3	7.5	6.9	8.9	11.0	7.2	9.9	9.9	8.2	8.9	12.7	4.1	8.6
7	Books	5.8	8.3	6.4	6.9	8.3	7.0	7.0	9.9	8.1	9.0	14.4	6.1	8.6
8	Housewares	5.0	7.3	7.3	8.4	8.0	7.5	8.2	9.5	7.5	9.1	14.2	5.4	9.2
9	Infants' Wear	4.8	9.8	7.6	7.3	6.7	5.5	8.0	11.3	10.9	10.6	12.8	3.6	9.2
10	Paint and Accessories	3.5	7.8	9.6	10.6	12.5	10.3	10.1	11.2	8.4	7.0	5.2	3.0	9.5

Toys, Jewelry Still Most Seasonal

Rank	Department	Feb. 4 wk.	March 5 wk.	Apr. 4 wk.	May 4 wk.	June 5 wk.	July 4 wk.	Aug. 4 wk.	Sept. 5 wk.	Oct. 4 wk.	Nov. 4 wk.	Dec. 5 wk.	Jan. 4 wk.	Range
1	Toys and Games	2.4	4.6	4.4	4.7	6.0	4.0	4.5	5.8	8.0	18.0	31.3	1.6	29.7
2	Jewelry and Watches	4.7	6.4	5.1	6.9	6.9	4.7	6.5	7.3	5.8	12.5	31.2	2.7	28.5
3	Men's Furnishings	3.1	5.3	5.7	5.6	10.7	5.2	6.7	7.4	8.4	12.1	27.1	3.3	24.0
4	Traffic Appliances	4.1	5.8	5.2	8.7	8.4	6.4	6.0	7.1	6.7	11.6	26.4	3.2	23.2
5	Costume Jewelry	4.5	5.9	7.4	7.2	7.8	5.1	6.2	7.1	6.2	10.3	26.1	3.1	23.0
6	Lawn & Garden	2.0	9.1	17.9	23.5	23.1	9.1	4.9	5.2	2.3	1.8	2.7	0.8	22.7
7	Photo Supplies (Incl. Film)	4.5	6.7	5.8	7.2	11.5	7.9	6.8	6.5	5.3	8.5	25.0	4.0	21.0
8	Gifts, Flowers	3.5	6.6	5.6	10.8	6.9	5.2	6.2	6.7	6.9	10.5	22.8	5.0	19.5
9	Men's Coats, Suits, Outerwear, Sportswear	3.2	6.7	5.8	6.2	9.1	5.2	7.6	8.8	10.1	12.6	20.9	2.5	18.4
10	Men's Wear	3.7	6.2	5.9	6.0	8.4	5.3	7.4	8.2	9.1	12.2	21.8	3.4	18.4

The charts above list the 10 most seasonal departments and the 10 least seasonal departments, as measured by the degree of variation in percentages of sales recorded during each four- or five-week sales accounting period. The first (four-week) period started in February. Basics-oriented departments like auto, housewares, books and domestics showed the flattest sales figures, while gifty or weather-related product lines like electric housewares, toys, outerwear and lawn and garden showed the most variation. (The variation shown as "range" after each entry is the arithmetic difference between the highest and lowest sales percentages during the 12 accounting periods.)

Source: *Mass Retailers' Merchandising Report 1978-79*, published by the National Mass Retailing Institute.

1st Jefferson on Fla. W. Coast Gets Warm Sales Reception

FORT MYERS, Fla.—Jefferson has opened its first store on the west coast of Florida, surprising even itself with the initial acceptance in the new market.

"If we continue at this rate," said store manager Bill Allen a week after the opening, "we'll do our first month's sales projections in the first two weeks."

While Allen and headquarters executives would not reveal the first week's sales, other sources at the chain reported that the Fort Myers store exceeded $500,000 in that period.

The store, located on Colonial Road less than a mile from Route 41—the Tamiami Trail which is the major highway through the city—is surrounded by major competitors within a mile radius. Other mass merchandisers nearby include a Woolco, K mart and a Gibson's and conventional department store chains in a mall almost adjacent to the new store are Sears, Penney and Burdine's.

The new Jefferson, with 135,000 sq. ft. of total area and approximately 95,000 sq. ft. of selling space includes several new wrinkles for the chain. One major change is a much larger stockroom than previous Jefferson stores.

Located on the second floor at the rear of the building adjacent to the office area, the stockroom has almost 20,000 sq. ft. of storage space, Allen said.

"Our previous stores were all clustered on the east coast near the distribution center in Miami," Allen said. "We're a three-hour drive from Miami so it was decided to give us more storage area than stores closer to Miami would have."

The Fort Myers store also has a department similar to that in other stores but which has been rechristened "The Wine Cellar." In other stores that department has been known as the gourmet shop and, in addition to wine, carries steaks, fruit (mainly for tourists who want to ship home oranges and grapefruits), bulk candy and snacks.

"We have never really done too much in the way of 'gourmet food' so that name really wasn't appropriate for the department," Allen said. "However, we do a great business in wine and all the stores will eventually switch to that name."

Like other Jeffersons, all merchandise departments are company owned, as is the restaurant. The only leased department is the optical center, which is located in the front of the store to the left of the main entrance across from the customer service desk in an alcove leading to the restaurant.

Fits Upscale Approach

Fitting Jefferson's soft lines emphasis and its upscale approach to mass merchandising, beyond the 14 checkouts at the main entrance the customer is confronted with an attractively fixtured franchise cosmetics department in the center with men's apparel to the left and women's to the right.

Almost the entire right front quadrant of the store—approximately 20% of the total selling space is taken up with women's fashions and accessories with about 45% of the selling area store-wide set aside for soft lines.

Soft lines areas are carpeted and each department's rug color is coordinated with the signing. In women's sportswear, for example, the lettering and trim on the signs are light green as is the carpet. The

(Continued on page 34)

Begins Full-scale Wanding Program

MIAMI—Jefferson has become the first major mass merchandiser to begin full-scale implementation of wanding—automated point of sale terminals.

According to Fred Heard, Jefferson's vice president of systems, all 12 Florida stores will have wands installed at all terminals by the end of the fall and the chain's stores in northern markets will have the hardware installed within two years.

The installation of wands—hand-held scanners—completes Jefferson's modern electronic inventory management system. Prior to the conversion, which has been completed in the Hialeah store and the new Fort Myers unit, sales information was fed daily from the store terminals to a central computer, but was fed into the terminals manually by cashiers.

"We already had been on-line so we were getting the inventory information. The benefit with wanding will be that the information will be more accurate," Heard explained.

"Wanding eliminates the possibility of cashier error in ringing up the price, which will have a financial impact. But there is no way to put a dollar amount on getting more accurate tracking of sales by department and sku. It's very important that we have accurate information there. The wrong sku number fed into the terminal isn't one mistake but two because the product that should have been recorded isn't and something else is."

Another benefit will be speedier checkouts, Heard noted. Perhaps the most difficult customer relations problem for mass merchandisers with central checkouts is the length of time spent in line, he said.

Scanning specially printed tickets increases checkout productivity, giving the retailer the choice of maintaining the same level of service with fewer people, thereby reducing labor costs, or increasing the level of service by maintaining the same number of cashiers.

"Ideally, what most retailers will do is compromise, increasing service somewhat but at the

(Continued on page 34)

Wanding has been installed in some Jefferson stores, will be in all Florida units by fall, and in the rest during the next two years. Equipment reduces errors, speeds lines. (DSN photo)

Nichols Acquires 2 Fields; 3rd Bid Pending

NEW YORK—S. E. Nichols has acquired at least two former J. M. Fields stores and at presstime was remodeling one, the 90,000-sq.-ft. unit in Greenville, S.C., for an opening next month.

Nichols' other acquired former Fields is the 90,000-sq.-ft. unit on Aviation Avenue and Route 52 in Charleston, S.C.

The discounter was the high bidder for three Fields stores during the New York Federal Bankruptcy Court's July auction of Fields stores. But its offer wasn't accepted until last month when it was raised to a total of $825,000 for just the two stores.

The court's auction of additional Fields stores is scheduled to resume Oct. 11, with at least six more units on the block, including another 90,000-sq.-ft. Fields in

(Continued on page 23)

DIY, Auto Most Consistent

(Continued from page 3)
roller outside as well as in).

The most seasonal department with a sales variation of 29.7 percentage points, was toys. The December sales accounting period recorded 31.3% of the business, and January only 1.6%.

Other highly seasonal departments were also gift-related. Jewelry and watches (31.2% of sales in December), costume jewelry (26.1% in December), traffic appliances (26.4% in December), photo supplies (25% in December) and gift departments (22.8% in December) all recorded variations—between the highest and lowest sales accounting periods—of between 19.5 and 29.7 percentage points.

Weather conditions brought high variations in sales for lawn and garden.

Departments with peak sales in periods other than the final five-week December period included home improvement (September, 11.1% of sales), lawn and garden (May, 23.5%) sporting goods (June, 15.2%), paint (June, 12.5%), luggage (June, 17%) and bras and foundations (June, 12.1%).

The complete Mass Retailers' Merchandising Report for 1978--79 is available from the National Mass Retailing Institute, 570 Seventh Ave., New York, N.Y. 10018. The report includes sales by accounting periods, markups and markdowns.

Jefferson Opening

(Continued from page 3)
juniors department is designated by orange signs and carpets while other major apparel departments are done in rust and beige colors.

Hard lines, which are in the rear and left sections of the store have a strong representation of Montgomery Ward private label products, especially auto, hardware, paint and white goods.

According to Allen, the identification with Ward, its parent company, is an important factor in the new store's strong initial acceptance in the Fort Myers market.

"Around Miami, Jefferson has been there for a long time and has built its own identity. On the west coast, there really isn't a very strong awareness of what Jefferson is, but we have a lot of people who move here from the Midwest who know Montgomery Ward," he said.

The store has more than 270 part- and full-time employees, about average for a Jefferson, and unlike conventional discounters each department has at least one employee on duty at all times to assist customers. In addition to the 14 central checkouts, many departments have their own point-of-sale terminal, all of which are equipped for wanding. Jefferson also employs commissioned salesmen in its television, major appliance and furniture departments.

That the chain intends to expand on Florida's west coast is indicated by its setting up of a regional service center in Fort Myers. Allen said a small warehouse has been rented and is now in the process of being equipped and staffed.

Wanding Program

(Continued from page 3)
same time making a small reduction in the number of cashiers. If you can have 10 people using wands handle the flow that 20 could do manually, maybe you cut back to 15," he said.

While Heard would not disclose the cost of converting the stores to wanding, he estimates that payback will be achieved within two years. Besides the wanding hardware itself, the terminals' memory has to be upgraded by 50% to accommodate the new tasks. Each store has about 30 terminals.

No Added Cost

Heard said, however, that there was virtually no additional cost in preparing the specially printed price tickets. "You have to put a ticket on anyway and the characters are legible both to the optical character reader and to the human eye."

Jefferson is using a system made by Recognition Products Inc., and a type font known as OCR-A. Virtually all merchandise is ticketed with the OCR-A characters so that cashiers rarely must ring up sales manually. According to Heard, for wanding to be effective, at least 75% of the merchandise must be tagged so that the scanner can automatically read the ticket.

Major Difference

The major difference between this type of wanding and the scanners used in supermarkets is that supermarket-type scanners read Universal Product Code (UPC) markings, which are printed on the items by the manufacturers and which are not legible to customers. With OCR-A wanding, the retailer typically puts on his own tags, which are clearly readable. While one pass over a (UPC) scanner records the product information, wands must be passed over each line of information on the ticket.

In Jefferson's case, three lines are printed on each ticket, department identification, sku number and price. Sale items have a red tag pasted over the price line on the bottom and while the first two lines can be read by the wand, sale prices must be rung manually.

Since last December, all stores have had tickets printed with OCR-A characters although the wands were installed in Hialeah only in July, with Fort Myers opening last month.

DISPOSABLE PREDICTION #1:

Merchandisers predict disposable shavers will be the fastest growing men's grooming aid during the 1980s.*

*Source: Progressive Grocer Survey of HaBA Merchandisers and Buyers, August 1979.

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SPORTING GOODS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	6	Coleman fuel, 1-gal 5103253	9,180	2.91	26,714
2	36	Spalding Dr. J. Basketball 61-232	1,632	11.91	19,437
3	3	Coleman dbl-mntl lntrn 220J-195	793	23.66	18,762
4	—	Remington Yellow Dome trgts 688118	2,164	5.00	10,280
5	19	Rem. 22LR Thndrblt ammn TB22	6,300	1.26	7,938
6	1	Coleman 48-qt poly clr 5286-703/706	299	22.91	6,850
7	11	Coleman 2-burner stove 425E499	276	24.40	6,734
8	14	Crosman BB/177 rifle 5760/760	188	31.41	5,905
9	—	Rem. 2¾" expr shot shell SP20-6	1,000	5.44	5,440
10	—	Crosman .177/BB CO-2 rifle 5073	235	20.58	4,836
11	—	Spalding Barry Basketball 61-226	246	14.49	3,565
12	22	Coleman 1-gal jug	441	7.48	3,299
13	—	Crosman Powerlet 5-pck 231/5PD	2,040	1.48	3,019
14	—	Crosman pump BB/177 pistol 1377	89	32.78	2,917
15	9	Zebco 600 reel/4060 rod combn 2490	209	13.63	2,849
16	33	Zebco 808 reel/8965 rod combn 3790	83	30.92	2,566
17	—	Remington 2¾" expr sht shl SP20-7½	460	5.44	2,502
18	37	Zebco 202 reel/2023 rod combn 1245	278	8.11	2,255
19	39	Zebco 404 reel/4040 rod combn 1545	206	10.89	2,243
20	8	Zebco 33 reel/3366 rod combn 3490	90	23.24	2,092
21	46	Ash flashlight w/2D or 2C battrs 3092	846	2.45	2,073
22	—	Coleman 16.4-oz prpne fuel 5103-164	864	2.36	2,039
23	—	Crosman BB/177 pellet rifle 5766/766	50	38.74	1,937
24	—	Coleman propane lantern 5114-700	103	18.10	1,864
25	23	Crosman Milk Carton Super BBs 737	1,656	1.12	1,855
26	—	Rem. 158-gr 38-spl ammun 38S5 5138	206	8.88	1,829
27	32	Zebco US76/4077 rd & lre cmbn 1515	138	12.47	1,721
28	—	Coleman 21A slk mntl, 2-pck, 21A-1001	3,900	0.44	1,766
29	—	Guardina NFL Mouthguard 175	1,320	1.30	1,716
30	—	Remington HS 22 short ammun 1022	1,300	1.24	1,612
31	4	Cole. 34-qt poly coolr 5281-703/706	132	12.04	1,589
32	—	Daisy BB/177 pump rifle 880	50	31.53	1,577
33	—	Crosman 177 gas revolver 38T	48	32.78	1,573
34	—	Daisy BB/177 CO-2 pistol 1200	63	24.62	1,551
35	—	EZ Mount 2-position trck gun rck #100	340	4.52	1,537
36	—	Hoppe clay target thrower 4000	40	37.13	1,485
37	—	Crosman .22 caliber pellet rifle 2200	34	41.48	1,410

(Continued on page 18)

Rifle, handgun and shotgun ammunition are turning rapidly as the hunting season approaches. Clerk and customers huddle in the Nebraska City, Iowa, Pamida unit. (DSN photo)

Discount Store News

PIA IMA®

PRODUCT MOVEMENT AUDIT

Camping Gear Is No. 1; Guns, Ammo Hit Mark

By DON PETTI
President,
Stem Distributing

Equipment for family activities, either on camping trips or in the backyard in this year of gasoline shortages, dominated the Stem Distributors Product Movement Audit for the month ended Aug. 17. Camping and BB/pellet guns accounted for half of the top 50 dollar-movement items.

Retailers stocking up for preseason hunting sales moved 11 ammunition and related products onto the chart, and fishing equipment—rod and reel combinations—also made a strong showing as retailers filled in.

Other product lines among the top 50 included the popular Spalding basketball models, a flashlight/battery combination and a football mouthpiece.

Coleman products for camping and backyard activities made their usual strong showing, with perennial best sellers such as the 1-gal. fuel can, double-mantle lantern, 48-qt. cooler and two-burner stove winding up in first, third, sixth and seventh place respectively.

Figures supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio, cover 600 stores, including 480 discount department stores, in 35 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

The combined dollar movement (at retail) for these four products alone during the month amounted to 52.3% of the total dollar movement among the top ten sellers.

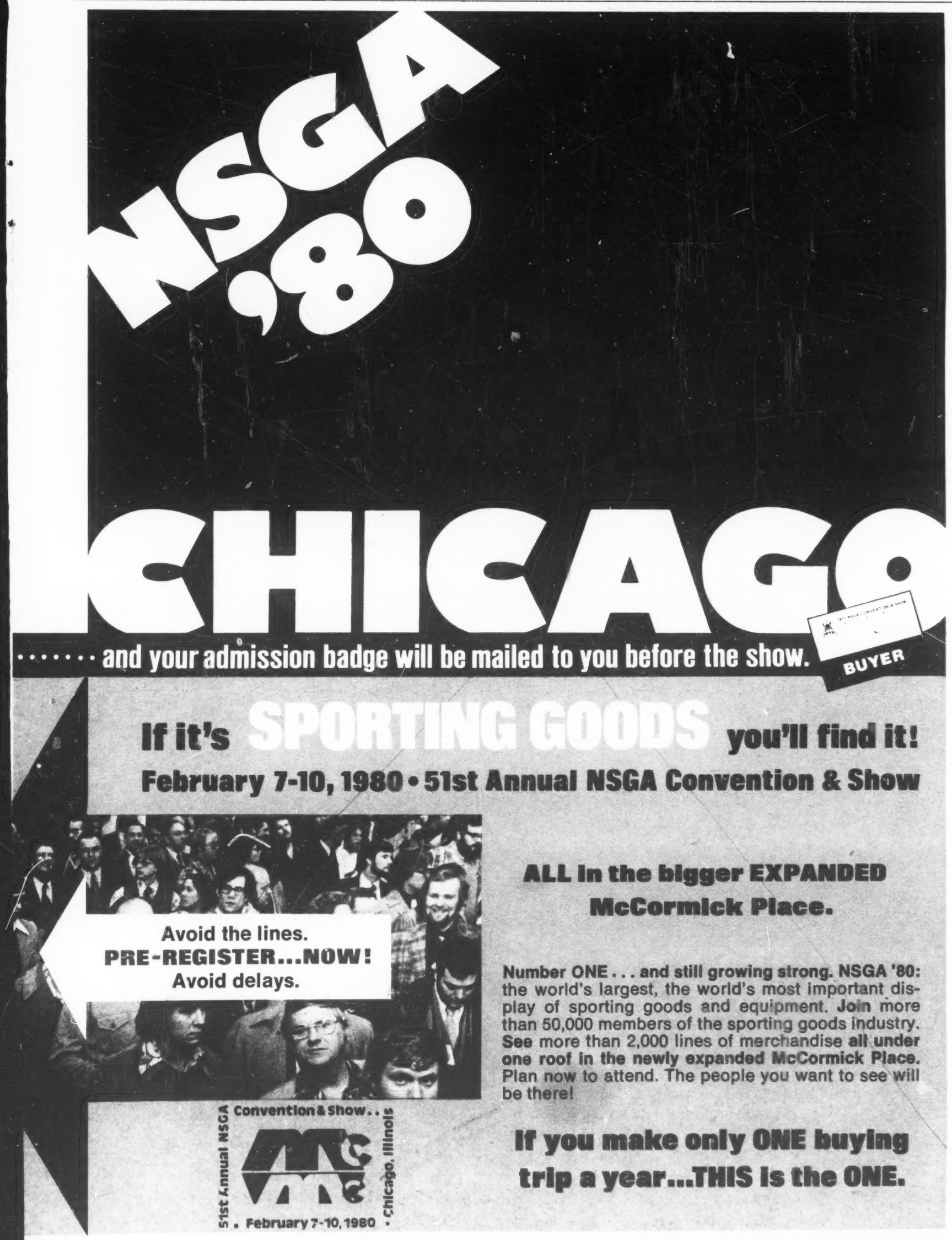
Other Coleman products on the audit included the 1-gal. jug (12), propane fuel cylinder (22), propane lantern (24), silk mantle replacement 2-pack (28), 34-qt. cooler (31), 413-G-499 two-burner stove (38), 4-gal. Oscar cooler (44) and 275-710 lantern (47).

Coleman so completely dominated the camping/family activity category that only one other product line—the Family 1-qt. thermal bottle in 41st place—made the top 50 dollar movers.

Ammunition and hunting accessories were the second biggest factor in the chart, placing 11 different items, with Remington products first among them.

Remington's Yellow Dome clay targets were the highest-placed hunting accessories on the list, placing fourth on movement of $10,280 at retail

(Continued on page 18)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Discount Store News

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PRODUCT MOVEMENT AUDIT

Camping Gear

(Continued from page 13)

during the period. Hunters getting ready for the waterfowl season across the nation this fall were responsible for this action, and for the appearance on the chart for the first time of Hoppe's target thrower, in 36th place.

Remington's popular Thunderbolt 22-cal. ammunition finished among the top ten (fifth place, retail dollar movement of $7,938), and the skeet shooters boosted sales of the 2 ¾-in. express shot shells in SP20-6 and SP20-7½ into the top 50.

Other ammunition lines to make the top 50 were the 158-grain 38-special pistol cartridges, the high-speed 22-short shells, 170-grain 30/30 shells, 158-grain .357-magnum pistol cartridges and the 180-grain 30-06 shells. Shooters preparing for the coming big- and small-game hunting seasons probably accounted for the movement in the heavier cartridges and the Remington Thunderbolt, while plinkers and target shooters usually push the high-speed 22-cal. shorts and pistol cartridges onto the list.

Also for the hunting trade is the Ez Mount two-place truck gun rack, which is frequently on the list—a popular item with pickup-driving hunters and plinkers.

In fishing equipment, retailers filling in their depleted stock of basic outfits pushed nine rod-and-reel combinations onto the top 50 list, including seven Zebco outfits and two Daiwa sets.

Zebco's 2490, 3790, 1245, 1545, 3490, 1515 and 8040 combinations appeared on the top 50 list, in that order, and Daiwa's 208RL/133OP spincast combination and MC1-38/MC2-38 minicast combination also made the top 50.

Crosman led the way among BB and pellet guns, placing nine different products on the list. Daisy had two lines in the top 50, and the Marksman MPR/1010 also made it.

Crosman's 760 rifle finished in eighth place among the top dollar movers, followed closely by the CO-2 powered 5073 rifle. Powerlets for the CO-2 rifle finished 13th, followed by the 1377 pistol, the 766 rifle, the 38T revolver, the 2200 pellet rifle and the pellet dispenser, which made the top 50 retail dollar movers in spite of its low (63¢) average ticket.

Three Spalding basketballs—the Dr. J, Rick Barry and Swisher models—finished in second, 11th and 39th respectively. The Dr. J. model, with $19,437 in retail sales during the period, was the leader.

SPORTING GOODS

$ Rank		Item	Unit Movement	Average $ Retail	Total $ Movement
		(Continued from page 13)			
38	—	Coleman 2-burner stove 413-G-499	40	34.41	1,376
39	16	Spalding Swisher basketball 61-275	162	8.46	1,371
40	—	Rem. 170-gr 30/30 ammun 30302/1430	193	6.69	1,291
41	—	Family 1-qt thermal bottle 042	372	3.38	1,257
42	—	Rem. 158-gr 357 mgnm pstl ammn	101	12.36	1,248
43	26	Daiwa spincast combn 208RL/1330P	55	22.67	1,247
44	—	Coleman 4-gal Oscar cooler 5274-702	108	11.46	1,238
45	15	Daiwa minicst cmbn MC1-38/MC2-38	48	25.58	1,228
46	—	Crosman 177 pellet disp 7177/177PD	1,908	0.63	1,202
47	38	Coleman lantern 275-710	41	28.38	1,164
48	—	Rem. 180-gr 30-06 ammn 30064/6430	128	8.54	1,093
49	—	Marksman repeater pistol MPR/1010	96	11.35	1,090
50	47	Zebco spin combination 8040	79	13.38	1,057

Source: Stem Distributing

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...easy

Yashica will be pre-selling millions of customers for you with the biggest advertising campaign ever...

This year we have planned the biggest advertising campaign in Yashica history. Our new campaign with the "Take It...Easy" theme will be telling millions of consumers how easy it is to take great photographs with a Yashica camera. Big, colorful full page and one-third page ads will appear in consumer magazines, hobby magazines and photo-fan magazines. Hard selling commercials will be seen and heard on TV and radio. All of this powerful "Take It...Easy" advertising will be pre-selling your customers on the outstanding quality, ease of operation, and unsurpassable value of Yashica cameras. With the Yashica name being widely advertised and promoted, your Yashica cameras will move faster than ever.

Take It...Easy with Yashica quality, value, ease of operation.

Our advertising will be featuring the Yashica FR* Series, the best buy in 35mm cameras on the market. They're compact, easy to operate and totally electronic. The top-of-the-line FR-I is fully automatic with manual override. The FR-II is simple and automatic. And the FR is fully manual. FR Series cameras feature a full information viewfinder, electro/magnetic shutter for smooth firing, and over 200 optional accessories including a 2½ fps autowinder and famous Carl Zeiss and Yashica lenses.

And more...

Yashica also features a complete line of popular cameras including 35mm Rangefinders: the Electro-35 GSN and the Electro-35 MG-1 Kit... electronic flash units... the world famous Yashica Mat 124-G twin lens reflex... Super 8 sound movie cameras... projectors...and more! With Yashica you can take it...easy.

By popular demand ...Yashica offers "35mm World" again.

With the purchase of an FR Series camera, Yashica offers a Free "35mm World" home photography course that includes a 90 minute cassette tape and full color illustrated guide. This limited time offer is available in Continental U.S. only.

"Take It...Easy" applies to Yashica service too!

When it comes to service, you can relax! You can depend on Yashica for fast delivery and reliable service. We deliver your order when you want it. Our five strategically located service stations throughout the country, assure you fast service anytime!

For more sales...stock, feature and promote quality, powerfully advertised Yashica cameras.

*FR is a licensed trademark of Cine Magnetics, Inc.

YASHICA
411 Sette Drive, Paramus, N.J. 07652

Canister-Packed Soft Drinks Lap Up Sales

Canister-packed non-carbonated soft drinks are one of the hottest consumable categories.

The national market at retail of more than $500 million in such products as Kool-Aid, Country Time, Wyler's and Hawaiian Punch powdered drink mixes lends itself ideally to high-profile, self-service merchandising. The nationally known brand names aid in promotions, pulling traffic into the stores when featured (as they are frequently) on the front of inserts and circulars.

Canisters—in 8- and 12-qt. sizes—have captured more than 80% of the market, and the popular soft drinks are becoming less of a summer seasonal line, although the April-September period still moves approximately 65% of the total.

Most popular flavor? Lemonade, far and away, which gets 42% of the business. Other flavors, in order of their popularity, are punch, grape, cherry, strawberry, orange and raspberry.

HOUSEWARES

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
GLASSWARE					
1	18	3-pc Bowl Set Crystal Blossom	2,214	6.29	13,926.06
2	16	Mug, Tweed	3,746	1.79	6,705.34
3	—	English Mug, Fun	3,528	1.79	6,315.12
4	—	12-oz Bev, Windsong Blue 8-pc	108	5.57	6,015.60
5	2	4-pc Mug set, gold trim	844	7.15	6,034.60
6	3	4-pc Mug set, green trim	770	7.15	5,505.50
7	1	Beverage jug, 2-liter	1,860	2.87	5,338.20
8	—	Mug Coach	2,925	1.79	5,235.75
9	6	12½-oz Bev, Wheat Spray, 8-pc	654	7.73	5,055.42
10	5	6½-oz. Wine Mr. Pro	870	4.76	4,141.20
11	43	9-oz Bev, Regency	8,850	0.44	3,894.00
12	11	8½-oz Wine, Mr. Pro	810	4.76	3,855.60
13	—	Salt & pepper set, gold trim	1,692	2.24	3,790.08
14	—	6½-oz Tall wine, Citation	744	4.94	3,675.36
15	15	12-oz Bev, Wheat, 4-pc	468	6.83	3,196.44
16	8	4" Gold ashtray	5,004	0.62	3,102.48
17	13	Ranson soup	3,096	0.98	3,034.08
18	12	6½-oz Wine, Tawny Accent, 4-pk	612	4.85	2,968.20
19	9	11-pc Table service set, prescut	304	9.71	2,951.84
20	—	Bud vase, milk white	3,924	0.71	2,786.04
21	36	12-oz Bev, Daisy Bouquet, 4-pk	816	3.41	2,782.56
22	28	Chip 'n Dip set, prescut	472	5.84	2,756.48
23	25	12-oz Bev, Gold Aster, 4-pk	936	2.87	2,686.32
24	—	12-oz Bev, Petite	4,284	0.62	2,656.08
25	—	12-oz Bev, Regency	5,004	0.53	2,652.12
26	14	16-oz Cooler, Tawny Accent 4-pk	846	3.05	2,580.30
27	—	9" Bud vase, Prescut	3,600	0.71	2,556.00
28	29	16-oz Cooler, Gold Aster 4-pk	762	3.32	2,529.84
29	24	12-oz Bev, Gold Country Garden	4,068	0.62	2,522.16
30	7	7-pc Table service set, prescut	324	7.73	2,504.52
31	23	Ranson St. Denis cup	3,924	0.62	2,432.88
32	—	11¼-oz Goblet, Tawny Accent, 4-pk	498	4.85	2,415.30
33	—	16-oz Cooler, Wicker, 4-pk	714	3.32	2,370.48
34	—	16-oz Cooler Blue Bolero	4,464	0.53	2,365.92
35	44	Snoopy Mugs	2,205	1.07	2,359.35
36	20	12-oz Bev, Tawny Accent, 4-pk	863	2.69	2,321.47
37	35	9-oz Rock, Tawny Accent, 4-pk	891	2.51	2,236.41
38	27	Ranson 9" plate	2,268	0.98	2,222.64
39	10	10½-oz Wine, Mr. Pro	462	4.76	2,199.12
40	—	16-oz Cooler, Gld Country Grdn	3,048	0.71	2,164.08
41	—	6-oz Juice, Daisy Bouquet, 4-pk	744	2.87	2,135.28
42	41	16-oz Cooler, Daisy Bouquet, 4-pk	510	4.13	2,106.30
43	—	12-oz Bev, Bolero Gold	4,716	0.44	2,075.04
44	—	12-oz Pilsner, Flair	3,096	0.67	2,074.32
45	48	12-oz Goblet, Mr. Pro	432	4.76	2,056.32
46	—	Butter dish, prescut	1,878	1.07	2,009.46
47	32	12-oz Bev, Blue Bounty, 4-pk	696	2.87	1,997.52
48	—	12-oz Bev, Wicker, 4-pk	678	2.87	1,945.86
49	—	Salt & pepper set, prescut	516	3.77	1,945.32
50	38	4-lb Apoth jar, Fountain Square	1,020	1.88	1,917.60
COOKWARE					
1	1	3-pc Saucepn st, glss ceramic, bl	2,777	17.09	47,458.93
2	—	3-pc Mixing bowl set, glass	4,183	5.85	24,470.55
3	—	4-qt Bowl, glass, blue	3,552	4.13	14,669.76
4	8	3-qt Bake dish, w basket	1,092	11.65	12,721.86
5	9	2-pc Dish set, glass ceramic	2,103	5.39	11,335.17
6	—	Microwave browning grill, glass cer	575	19.35	11,125.25
7	24	3-qt Oblong bake dish, glass, amber	2,281	4.49	10,241.69
8	44	3-pc Mix Bowl set, glass, green	1,244	8.05	10,014.20
9	2	3-pc saucepan skil set, gl cer, blue	607	16.19	9,827.33
10	12	6-cup Teapot, glass ceramic, brown	732	13.05	9,552.60
11	18	3-qt Oblong bake dish, glass	2,330	4.04	9,413.20
12	36	3-pc Mix bowl set, gl, gold	1,156	8.05	9,305.80
13	15	2-qt Casserole, w basket	782	11.65	9,110.30
14	27	3-pc Scpn skil set, gl cer, br	264	34.19	9,026.16
15	19	6-cup Teapot, gl cer, floral	669	13.05	8,730.45
16	16	6-cup Teapot, gl cer, br	693	11.65	8,073.45
17	13	3-pc Scpn skil set, gl cer, br	348	20.69	7,200.12
18	43	3-pc Mix bowl set, glass, brown	892	8.05	7,180.60
19	26	2-pc Bowl w handle set, gl cer	732	8.09	5,921.88
20	42	2-qt Oblong bake dish, glass	1,609	3.59	5,776.31
21	37	2-qt Casserole, glass, amber	1,116	4.94	5,513.04
22	30	3-pc Scpn skil set, gl cer, floral	161	34.19	5,504.59
23	38	3-qt Saucepan, gl cer, brown	302	11.65	5,433.79
24	31	3-qt Saucepan, gl cer, blue	372	14.35	5,338.20
25	39	2-qt Oblong bake dish, gl, amber	1,314	4.04	5,308.56

(Continued on page 17)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

'Golden Oldies' Tops; Only 4 New Items Hot

By Harold Rubin
President,
HalMar Distributors, Inc.

Only four items—an English mug in the Fun design; 16-oz. cooler in the Wicker pattern; 12-oz. pilsner in the Flair design, and an 18-in. brass towel bar—debuted on the housewares Product Movement Audit for the July 8-Aug. 2 period. Staple items that showed big jumps over their previous listings captured 48% of the 150 spots on the report.

Figures supplied by HalMar Distributors, Holyoke, Mass., cover 500 stores, including 400 full-line discount department stores from New England to the Carolinas. Average retail prices listed by the distributor reflect typical price points for discount clients.

The large number of basic housewares that registered big gains included two bud vases; three glassware coolers; a microwave browning grill; two custard cup sets; three glass pie

(Continued on page 17)

Housewares On the March

The following "High Risers" charts products (and their rank) that have moved up five or more places from the previously published HalMar Inc. PMA report. In addition, under the heading "New Items" are products (and their rank) that are appearing for the first time on the report.

Category/Item	$ Rank
HIGH RISERS	
GLASSWARE	
3-pc Bowl set, Crystl Blssm	1
Mug, Tweed	2
12-oz Bev, Wndsng Bl, 8-pc	4
9-oz Bev, Regency	11
Salt & pepper st, gld trm	13
6½-oz Tall wine, Citation	14
Bud vase, milk white	20
12-oz Bev, Daisy Bqt, 4-pk	21
Chip 'n Dip set, prescut	22
12-oz Bev, Petite	24
12-oz Bev, Regency	25
9" Bud vase, prescut	27
11¼-oz Goblet, Twn Accnt, 4-pk	32
16-oz Clr, Blue Bolero	34
Snoopy Mugs	35
16-oz Clr, Gld Cntry Grdn	40
6-oz Juice, Dsy Bqt, 4-pk	41
12-oz Bev, Gld Blro	43
Butter dish, prescut	46
12-oz Bev, Wicker, 4-pk	48
Salt & Pepper st, prsct	49
COOKWARE	
3-pc Mix bowl st, gls	2
4-qt Bowl, gls, bl	3

(Continued on page 17)

We're putting the American family under the protection of

NEW

Regal 3 in 1 Security Light

It's a night light, a flashlight and an emergency power failure light! Plugs into any standard wall outlet for use as a night light. Power failure automatically activates battery operated portable emergency light.

NEW

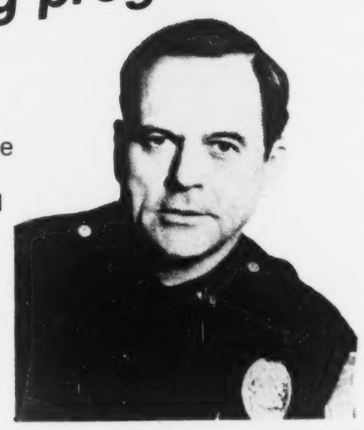
Regal All-Purpose Alarm

Magnetically controlled — attaches to any standard door or window unit. Also ideal for campers, trailers and boats. This battery operated unit sounds a piercing alarm when magnetic field is broken. Can be connected in series to protect door and window units in the same vicinity. Handy deactivation switch protects against false alarms. Easy to install.

Regal Startler Electronic Burglar Alarm

Ideal for home, apartment or motel room. Hangs on inside doorknob. Emits a piercing alarm when intruder touches outside knob. Battery operated. Features adjustable sensitivity control. Works on all wood and non-metallic doors.

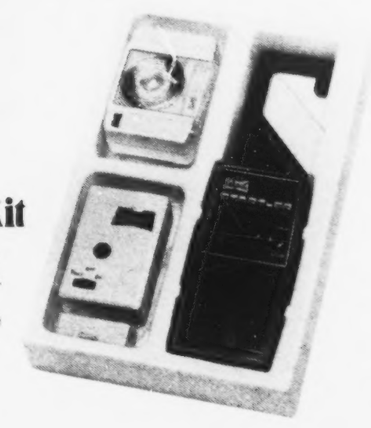
We're telling the American family all about it in a hard-hitting multi-media advertising program



Gerald S. O'Loughlin, star of the Rookies TV Series and Regal Home Security Spokesman is promoting Regal security products on TV and in print throughout the nation.

Regal Family Kare-Kit

Includes 3 in 1 Security Light, Startler Alarm and two (2) All-Purpose Alarms. Now you can offer your customer a "complete" home protection package in one complete kit. Priced to move with built-in profit for you!



Regal Ware, Inc.
Kewaskum, WI 53040

3062

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

'Golden Oldies'

(Continued from page 14)

plates; a colander strainer; a basting spoon, and two bath shop plastic hook sets that hadn't been on the previous PMA report.

In fact, 51 items—one-third of the listings—were everyday products that hadn't scored high enough in the past survey to make the PMA. Twenty-one other items that made the previous report generated enough total dollar movement to move up at least five places on the current audit.

This ferment in basic housewares is indicative of what's happening in the category among discounters and other retailers as they focus their merchandising to offset a down economy.

Simply put, the emphasis is on staples and the strategy

(Continued on page 31)

Housewares On the March

(Continued from page 14)

Mcrwv brwn grl, gls/cr 6
3-qt Oblong bk dsh, gls, ambr 7
3-pc Mix bowl st, gls, gr 8
3-pc Mix bowl st, gls, gl 12
3-pc Scpn/skl st, gls/cer, br 14
3-pc Mix bowl st, gls, br 18
2-pc Bowl w/hndl st, gls/cer 19
2-qt Oblong bk dsh, gls 20
2-qt Casserole, gls, ambr 21
3-pc Scpn/skl st, gls/cer, flrl 22
3-qt Saucepan, gls/cer, br 23
3-qt Saucepan, gls/cer, bl 24
2-qt Oblong bk dsh, gls, ambr ... 25
4-pc Microwave st, gls/cer 26
6-oz Cstrd cp, gls, 4-pk 27
2½" dp Dispos alm fl rstr 28
6-oz Cstrd cp, gls, ambr, 4-pk ... 30
2-pc 2¾-cp Pan st, gls/cer, br 31
10" Fry pn, alum, nonstk 32
1½-qt Oblong bk dsh, gls 33
10" Skillet, gls/cer, br 34
8" Sq ck dsh, gls, ambr 36
9" Pie plt, gls 37
3-pc Bake st, gls, bl 38
2-qt Saucepan, gls/cer, br 39
9½" Pie plt, gls 40
Disp alum fl cake pn, 4-pk 41
3-pc Bk, srv st, gls, br 43
4-pc Bowl st, gls, gr 44
9½" Pie plt, gls, ambr 46
2½-qt Casserole, gls, gr 47

GADGETS

1-qt Liquid measure 4
Hnd cn opnr, w/cn prcr 9
Hnd cn opnr, pl hndl 10
Peeler 11
6" Ranglse reflector 12
Colander strainer 14
Hand can opnr 15
6" Rng rflctr, GE 17
5" Utility knife 19
8" Range rflctr 20
Sml trnr, bl hndl 22
Basting spoon 23
Sml nyln trnr 24
8" Range rflctr, GE 24

BATH SHOP

Twin hook, pl, 4-pk 6
Hooks, pl, 4-pk 12
18" Towl br st, chrm 16
Towel rng, pl 25

NEW ITEMS

GLASSWARE

English Mug, Fun 3
16-oz Clr, Wckr, 4-pk 33
12-oz Pilsner, Flr 44

BATH SHOP

18" Towel br, brass 22

HOUSEWARES

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement

(Continued from page 14)

COOKWARE

26	35	4-pc Microwave set, gl/cer	153	34.19	5,231.07
27	—	6-oz Custard cup, glass, 4-pk	2,082	2.51	5,225.82
28	—	2½" deep Dispos alum foil roaster	3,217	1.43	4,600.31
29	22	3-pc Scpn/skil set, gl/cer, floral	222	20.69	4,593.18
30	—	6-oz Custard cup, glass, amber, 4-pk	1,500	2.96	4,440.00
31	—	2-pc 2¾-cup Pan set, gl/cer, brown	432	9.85	4,255.20
32	41	10" Fry pan, aluminum, nonstick	311	13.49	4.195.39
33	—	1½-qt Oblong bake dish, glass	1,314	3.14	4,125.96
34	—	10" Skillet, gl/cer, brown	267	15.25	4,071.75
35	25	6-cup Teapot, glass	376	10.75	4,042.00
36	—	8" sq cake pan, glass, amber	1,122	3.59	4,027.98
37	—	9" Pie plate, glass	2,188	1.79	3,916.52
38	—	3-pc Bake set, glass, blue	360	10.75	3,870.00
39	—	2-qt Saucepan, gl/cer, brown	285	13.05	3,719.25
40	—	9½" Pie plate, glass	1,800	2.06	3,708.00
41	—	Disp alum foil cake pan, 4-pk	2,159	1.70	3,670.30
42	46	3-pc Bake, serve set, glass, gold	341	10.75	3,665.75
43	—	3-pc Bake, serve set, glass, brown	328	10.75	3,526.00
44	—	4-pc Bowl set, glass, green	302	11.65	3,518.30
45	48	3-pc Bake, serve set, gl, green	324	10.75	3,483.00
46	—	9½" Pie plate, glass, amber	1,434	2.42	3,470.28
47	—	2½-qt Casserole, gl, gr	768	4.49	3,448.32
48	—	3-pc Casserole set, glass, green	256	13.45	3,443.20
49	32	1" deep Tin cooky sheet, nonstick	1,274	2.69	3,427.06
50	—	1½-qt Loaf dish, glass, amber	1,310	2.60	3,406.00

GADGETS

1	2	1-cup Liquid measure	4,615	1.51	7,430.15
2	1	1-pt Liquid measure	2,859	2.06	5,889.54
3	3	Hand can opener, gear drive	1,718	3.14	5,394.52
4	—	1-qt Liquid measure	1,509	2.69	4,059.21
5	8	3" Parer	3,453	1.16	4,005.48
6	5	Timer, white	685	5.66	3,877.10
7	9	Hand can opener w/bttl opener	4,525	0.80	3,620.00
8	—	Dispos alumin foil oven liner	2,011	1.70	3,418.70
9	19	Hand can opener w/can piercer	2,557	1.16	2,966.12
10	24	Hand can opener, plastic handle	1,571	1.79	2,812.09
11	21	Peeler	4,416	0.62	2,737.92
12	—	6" Range reflector	1,854	1.35	2,502.90
13	11	Boning brown knife, Collectable	389	6.25	2,431.25
14	—	Colander strainer	859	2.69	2,310.71
15	—	Hand can opener	775	2.96	2,294.00
16	15	Timer, gold	405	5.66	2,292.30
17	—	6" Range reflector, pan, GE	1,658	1.35	2,238.30
18	12	Food chopper	1,094	1.97	2,155.18
19	—	5" Utility knife	1,389	1.52	2,111.28
20	—	8" Range reflector	1,169	1.80	2,104.20
21	13	Rolling pin	649	2.96	1,921.04
22	—	Small turner, black handle	1,714	1.07	1,833.98
23	—	Basting spoon	1,659	1.07	1,775.13
24	—	Small nylon turner	1,361	1.34	1,763.44
25	—	8" Range reflector pan, GE	955	1.80	1,719.00

BATH SHOP

1	1	Port shower spray	489	8.55	4,180.95
2	4	Toilet tissue holder, metal	1,663	1.79	2,976.77
3	3	18" Towel bar, metal	1,612	1.79	2,885.48
4	7	Toilet tissue holder, plastic	1,794	1.34	2,403.96
5	8	Toilet tissue holder, metal	1,405	1.61	2,262.05
6	—	Twin hook, plastic, 4-pack	2,033	1.07	2,175.31
7	2	Shampoo spray	1,124	1.88	2,113.12
8	6	12" Towel bar, metal	1,197	1.70	2,034.90
9	13	24" Towel bar, metal	930	2.15	1,999.50
10	10	18" Towel bar, plastic	1,123	1.61	1,808.03
11	12	24" Towel bar, plastic	958	1.79	1,714.82
12	—	Hooks, plastic, 4-pack	1,320	1.25	1,650.00
13	9	24" Twin towel bar, metal	592	2.78	1,645.76

(Continued on page 31)

YOUR CUSTOMERS WANT WHAT OUR NEW MOTOR OIL IS CALLED.

CAM2 Mileage will give them.

A national advertising introduction will break in October with the biggest network radio motor oil blitz in history.

To introduce you to the only oil called Mileage, CAM2 will give you a free case with every six you order.

bring you customers without asking you to sacrifice your margin.

CAM2 Mileage is backed by the best co-op/promotion program in the motor oil business. Take $1.25/case and use up to 100% on either advertising or your approved promotion.

Boost your motor oil margins with CAM2. It's the profit proven motor oil.

CAM2 Mileage is part of a complete line of CAM2 Motor Oils. The CAM2 line is made up of premium quality motor oils uniquely formulated to meet the needs of the do-it-yourselfer. CAM2 Motor Oils are products of Sunmark Industries, a division of Sun Oil Company of Pennsylvania, 215-972-2610.

CAM2®
PROFIT PROVEN MOTOR OIL

Stop by and visit us at our APAA Booth #645-649.

HOUSEWARES

(Continued from page 17)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
BATH SHOP					
14	14	Two hooks, plastic	2,583	0.62	1,601.46
15	18	Wall soap dish, plastic	1,373	1.16	1,592.68
16	24	18" Towel bar set, chrome	234	6.65	1,556.10
17	20	Towel ring, plastic	1,149	1.34	1,539.66
18	15	18" Twin towel bar, metal	606	2.51	1,521.06
19	19	Toothbrush/tumbler holder, plastic	1,260	1.16	1,461.60
20	11	Bath tub appliques	1,274	1.07	1,363.18
21	23	12" Towel bar, plastic	819	1.52	1,244.88
22	—	18" Towel bar, brass	156	7.91	1,233.96
23	21	24" Towel bar set, chrome	168	7.19	1,207.92
24	22	Toothbrush/tumbler holder, plastic	878	1.34	1,176.52
25	—	Towel ring, plastic	618	1.88	1,161.84

Source: HalMar Distributors

'Golden Oldies' Top Chart

(Continued from page 17)

seems to be paying off because that's what's selling.

The sales movement is evident from the PMA where basic nonelectric housewares accounted for almost all the listings and reports from the field that indicate that promotional housewares—which aren't tracked by the audit—aren't generating tonnage movement.

Consumers are watching their purchases closely and they seem to be willing to spend additional dollars for the value inherent in quality, stepped-up housewares that will last longer than the low-end, short-lived promotional goods.

In glassware, for example, no promotional sets made the report. The low-priced glassware that showed up were eight different bulk offerings that had individual pieces ranging from 44¢ to 67¢. At the same time, 21 different sets that had prices from $2.87 for a 4-pc., 6-oz. juice glass, Daisy Bouquet set (No. 41), to $7.73 for an 8-pc., 12½-oz., Wheat Spray beverage set (No. 9.), made the report.

Fifteen different cookware sets that had prices ranging from $5.39 for Corning Ware's Sidekick set (No. 5) to $34.19 for a Kitchen Starter set (No. 14) and for a 4-pc. microwave set (No. 26) made the listing. The trade-up bulk cookware included such items as a 10-in., nonstick, aluminum fry pan (No. 32) for $13.49, and a tin cooky sheet with a nonstick finish at $2.69 (No. 49).

The strong showing of sets in the glassware and cookware categories denotes the consumer demand for value and quality and shoppers' readiness to buy this merchandise.

This trend is more difficult to spot in gadgets and the bath shop because most products in these two areas are low in price. But, it's also evident in these categories.

The bath shop listing included two chrome-finish towel bars, an 18-in. size as No. 16 and a 24-in. size as No. 23. In addition, a brass 18-in. towel bar was a new item as No. 22 and carried a $7.91 tag, the same price as the 24-in. chrome towel bar.

The trade-up gadgets included a gear-drive hand can opener, No. 3, and a Collectable boning knife, No. 13.

Alexander's Acquires Margo's La Mode Chain

NEW YORK—Alexander's has completed its acquisition of Margo's La Mode, a 72-unit apparel specialty chain in the South and Southwest, for $9,454,246.

Margo's La Mode will be a wholly owned subsidiary of Alexander's Holding Corp., which is wholly owned by Alexander's.

In the fiscal year ended Dec. 31, 1978, Margo's La Mode had income of $791,000 on sales of $38,036,000.

The acquisition terms call for Margo's La Mode's stockholders to receive $10.30 for each share of common stock.

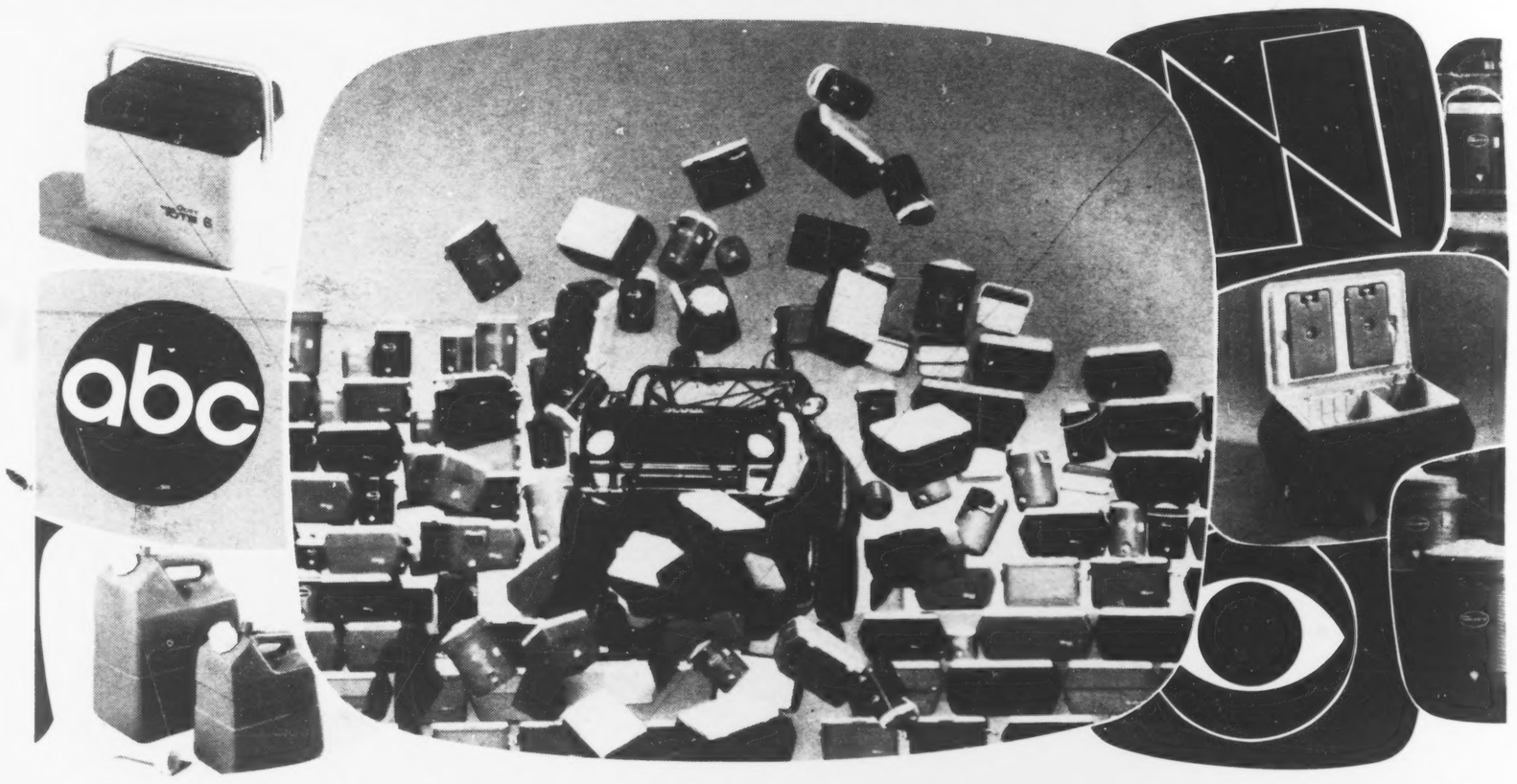
Of the three ways to purchase hardware: direct from a manufacturer, from a wholesaler, or from a servicing feeder-distributor – our contention is that the servicing feeder-distributor method offers the greatest return on investment.

HARDWARE DISTRIBUTORS

Secaucus, New Jersey — **Steven B. Hittner, President**

Gott

Bursts into 42 million households.



Come along with Gott this year, as we pre-sell America with the most aggressive consumer media campaign in the ice chest and cooler industry.

Gott makes an impact. Action-packed Gott television commercials, filmed in the scorching heat of the Baja, will bring home the story of Gott's superior cold-holdin' power and rugged durability for you — on some of the most watched network programs today.

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Full-color Gott ads appearing in national magazines like **People, Better Homes and Gardens, Sport, Field & Stream, Southern Living** and **Popular Mechanics** will back you even further. All during your prime spring and summer selling seasons.

Gott merchandising turns prospects into purchasers.

Self-selling packaging. Shopper-stoppin' hang tags. And advertising support services. Together, they make sure your customers get the whole picture on Gott coolers and ice chests, and our *exclusive cost-saving Refreeze system.*

This year make an impact of your own, with Gott. The one that is beating the competition cold.

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Discount Store News

PRODUCT MOVEMENT AUDIT

Volume Reflects Fall Seasonals, 4th-Qtr. Buildup

By STEVE HITTNER
President,
Hardware Distributors

The August movement figures reflect fall seasonality in hardware sales and the buildup to fourth-quarter stock positions, which seem to be holding their own, despite fears about the economy.

Retailers are cautious of overstocking, but overall volume in categories such as power tools is up significantly. Much of this may be attributed to the wariness of stock positions at retail, since customers are turning to distributors to fill in peak and valley differences.

Turning to some of the categories specifically, in hardware we see the effect of a rope program many of our customers have been running. Some stores have doubled rope space on the selling floor, and the volume difference for us has been tremendous.

Nails in bulk, which many of our customers have been using as low-ticket promotional items, slipped in volume off the hardware chart as the summer building boom slowed. They were replaced in volume primarily by fashion hardware fixtures, such as antique hinges. Several ceramic doorknobs did not show up on the chart, but were only slightly less in dollar volume.

The strong movement in fixtures indicates the hope at retail that gas prices and recession will keep consumers at home, and they traditionally spend some of that time making improvements around the house.

We see movement in basic hand tools holding steady without large volume increases; sets such as Stanley's six-piece screwdriver set and Great Neck's five-blade saw set have moved up in volume.

Arrow's staple gun/tacker, often ranked first in dollar volume because of its popularity as a promotional item at retail, has been knocked off the top of the chart, but is still solid in movement.

Just off the chart due to slightly less dollar volume in the hand tool category were woodchopping tools, an indication of the viability of energy-related items.

(Continued on page 23)

Figures supplied by Hardware Distributors, Secaucus, N.J., cover 350 stores, including 141 discounters, in 20 states east of the Mississippi River. Suggested retail prices listed by the distributor reflect typical price points for discount clients.

HARDWARE

HAND TOOLS

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
1	Petersen Vise-Grip wrench C10CR	631	7.49	4,726.19
2	Stanley 6-pc screwdriver set 62407	590	4.59	2,708.10
3	Petersen Vise-Grip wrench C5WR	471	5.59	2,632.89
4	Cooper 25-ft yellow Mezurlok Y25	210	11.99	2,517.90
5	Arrow staple gun tacker T50	127	18.49	2,348.23
6	USM PopRivetool kit K110	255	8.99	2,292.45
7	Great Neck Saw 5-blade set C55	220	8.99	1,977.80
8	Ames Half Hatchet Plumb 2962	124	14.99	1,858.76
9	Stanley Surform pocket plane 399	522	3.49	1,821.78
10	Channelock 9-in waterpump pliers 420G	234	7.49	1,752.66

HARDWARE

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
1	Amalgamated ¼ by 50-ft nylon rope NC6	648	4.99	3,233.52
2	Amalgamated 50-ft nylon braided rope NBH65	840	3.19	2,679.60
3	S-B Mfg Storm King door closer	440	5.59	2,459.60
4	Amalgamated ¼ by 100-ft poly rope PPC1	492	4.99	2,455.08
5	Allison ABS Bail Pull Ant Br	1,800	1.19	2,142.00
6	Allison hinge, ant brass FABS 784	1,800	0.99	1,782.00
7	Allison hinge, ant copper FACS 784	1,800	0.99	1,782.00
8	Allison hinge, ant copper, ACS 784	1,800	0.99	1,782.00
9	Allison ABS bail pull 574	1,800	0.99	1,782.00
10	Gemini mailbox post, deluxe black	137	12.99	1,779.63

POWER TOOLS

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
1	Black & Decker jig saw 7504	6,515	10.99	71,599.85
2	Black & Decker single Workmate 79-003	497	39.99	19,875.03
3	Black & Decker 5½-in saw 7300	796	23.99	19,096.04
4	Black & Decker finishing sander 7404	816	17.99	14,679.84
5	Black & Decker 2-speed jig saw 7530	528	17.99	9,498.72
6	Black & Decker ⅜-in drill VSR 7190	332	26.99	8,960.68
7	Black & Decker ⅜-in Value Plus drill	277	22.99	6,368.23
8	Black & Decker ⅜-in drill VSR 7127	302	18.99	5,734.98
9	Black & Decker ¼-in drill	274	10.99	3,011.26
10	Black & Decker ½-in drill	106	26.99	2,860.94

SECURITY HARDWARE

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
1	Master Lock 1500D combination padlock	1,884	3.19	6,009.96
2	Weslock Sunray lockset, entrance	315	12.49	3,934.35
3	Weslock Elegant 1 lockset, entrance	300	12.99	3,897.00
4	Weslock Impresa lockset, entrance	278	12.99	3,611.22
5	Kwikset 400BDL entrance lockset	219	13.49	2,954.31
6	Yale LW5 entrance lockset	200	12.99	2,598.00
7	Master Lock 500D 1.75-in laminated padlock	912	2.39	2,179.68
8	Master Lock 22D 1.5-in laminated padlock	1,080	1.99	2,149.20
9	Parker Jimmyproof single deadlock	252	7.89	1,988.28
10	Master Lock 10D 11-in laminated padlock	1,270	1.49	1,892.30

GLUES, LUBRICANTS AND ADHESIVES

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
1	Woodhill Gluematic Pen GM1	1,128	3.79	4,275.12
2	Krazy Glue 2-gram G200BX	2,420	1.59	3,847.80
3	Eastman 910 adhesive	1,260	1.79	2,255.40
4	Super Glue Gripper	1,921	0.99	1,901.79
5	Woodhill Super Glue 3-gram	786	1.69	1,328.34
6	Miracle 401 6-oz acrylic caulk	709	1.79	1,269.11
7	GE 2561 tub seal	390	2.79	1,088.10
8	GE 2562 clear seal	371	2.79	1,035.09
9	Weldit 1½-oz cement	1,020	0.99	1,009.80
10	W D-40 9-oz can	349	2.39	834.11

SEASONAL

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
1	Myro 2 x 10 yds duct cloth 651S	10,536	1.29	13,591.44
2	Wrap On auto heat tapes, 9-ft.	948	11.99	11,366.52
3	Wrap On 6-ft auto heat tapes	840	10.99	9,231.60
4	Thermwell 2 x 15-ft pipe insul FV15	3,000	2.59	7,770.00
5	Wrap On 3-in by 35-ft fiber insulation	2,880	2.59	7,459.20
6	Poly-Tech 10 x 25-ft window/door insul	1,416	4.99	7,065.84
7	Thermwell 3/16 by 10 sponge rubber	5,208	1.19	6,197.52
8	Wrap On 13-ft auto heat tapes	456	12.99	5,923.44
9	Thermwell 18 x 27 x 16 AC cover	2,064	2.79	5,758.56
10	Thermwell 20 x 28 x 30 AC cover	1,284	4.19	5,379.96

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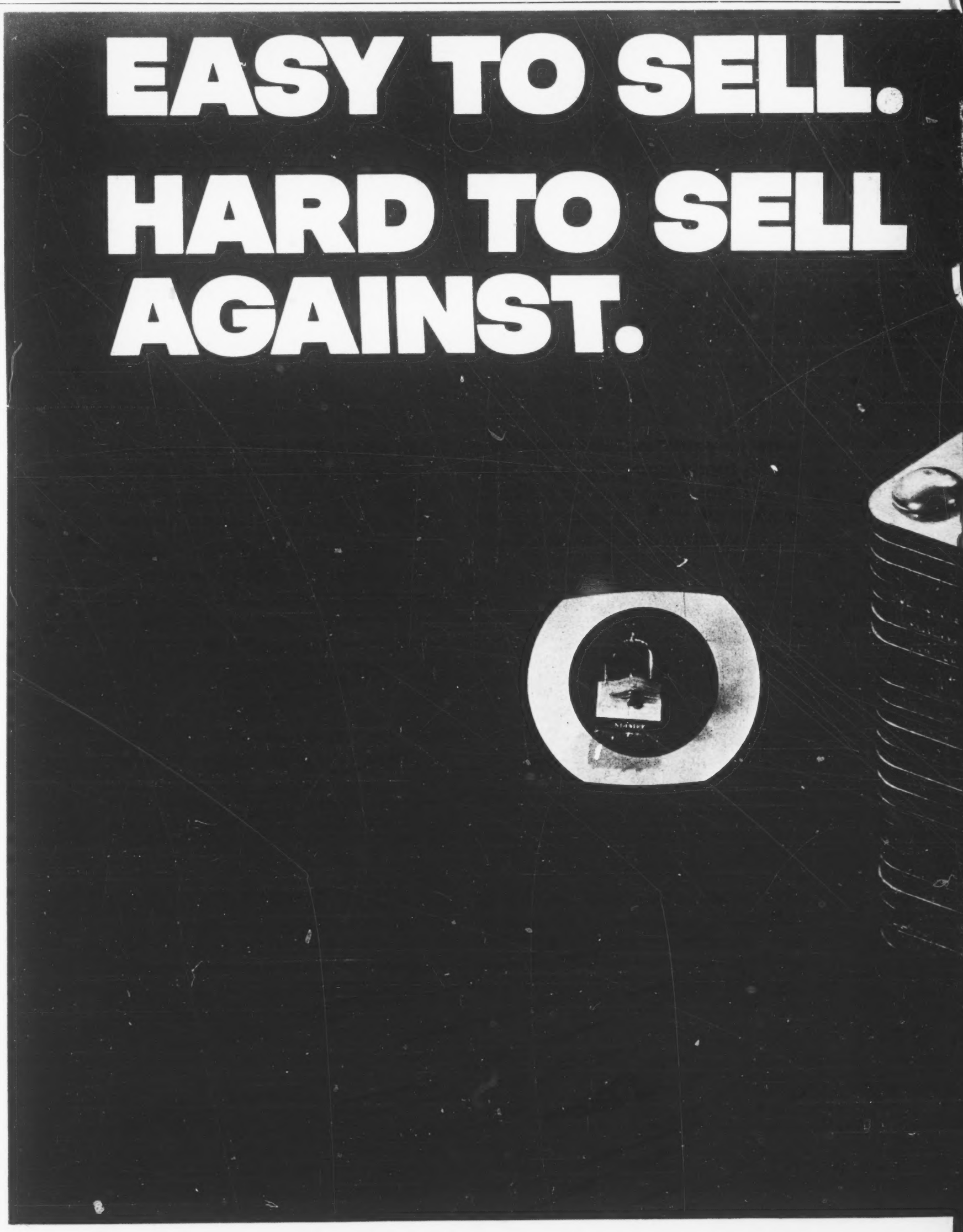


Volume Reflects Fall Seasonals, 4th-Qtr. Buildup

HARDWARE

(Continued from page 22)

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
PLUMBING				
1	Melard toilet tank repair 1600	289	7.99	2,309.11
2	Melard air deflector 2599	733	2.19	1,605.27
3	Reynolds wthr strip 36 x 84 2701	276	5.49	1,515.24
4	Melard 25-ft power rooter 1725P	73	19.99	1,459.27
5	Melard 6-in force cup 14206	913	1.59	1,451.67
6	Reynolds wthr strip 2-7 ft 2704	276	5.25	1,449.00
7	Reynolds door btm ¾ by 3 2720	144	8.89	1,280.16
8	Reynolds 6-ft hammered gold saddle 2519	276	4.45	1,228.20
9	Reynolds hammered gold nosing 2535	288	4.25	1,224.00
10	Reynolds adjustable threshold 2722	144	8.25	1,188.00
LAWN & GARDEN				
1	International Jobes houseplant 5001	10,344	0.99	10,240.56
2	Phillips hanging 8-in baskets ASB-8	468	1.99	931.32
3	Phillips contemporary 7½-in pots CS7	384	2.39	917.76
4	Phillips contemporary 13-in pots CS13	114	7.99	910.85
5	Phillips contemporary 11-in pots CS11	126	6.99	880.74
6	Plantabbs Flowerpot spike	840	0.99	831.60
7	Phillips 13-in pot w/saucer	126	5.99	754.74
8	Phillips contemp 6¾-in pot	384	1.79	687.36
9	Sterns 8-oz Miracle-Gro	528	1.29	681.12
10	Phillips 15-in pot w/saucer	84	7.99	671.16

Source: Hardware Distributors

(Continued from page 22)

In power tools, volume is up 100% over last year, although position on the chart is dependent on product availability as well as demand.

Black & Decker's basic jigsaw, single-height Workmate and 5½-in. circular saw lead all other products in power tools, despite the popularity of the basic promotional drills, the variable speed drills, the 7¼-in. circular saw and the table-top Workmate model.

We continue to move products quickly in the power tools, but the individual positions in volume fluctuate with the supply.

In security hardware, we have the shift back to entrance locksets after the back-to-school rush in padlocks. A Master padlock tops the chart in both unit movement and dollars, but the other padlocks have slackened and entrance locksets have picked up in the traditional seasonal swing.

Security hardware is doing well this season, up almost one-third over last year. We found our move to an abbreviated assortment in Yale, to include Weslock and Kwikset as complements, has worked out well.

In the glues, lubricants and adhesives category, volume is up over the flat midsummer period with the traditional leaders repeating on the chart. These items do a tremendous unit movement for the mass merchants. Perhaps most interesting to note in this category is the top item, Woodhill's Gluematic Pen. This is a new product that has jumped right to the top of the chart in dollar movement, due to higher retails than other products in the category. (Krazy Glue is still the top item in unit movement.)

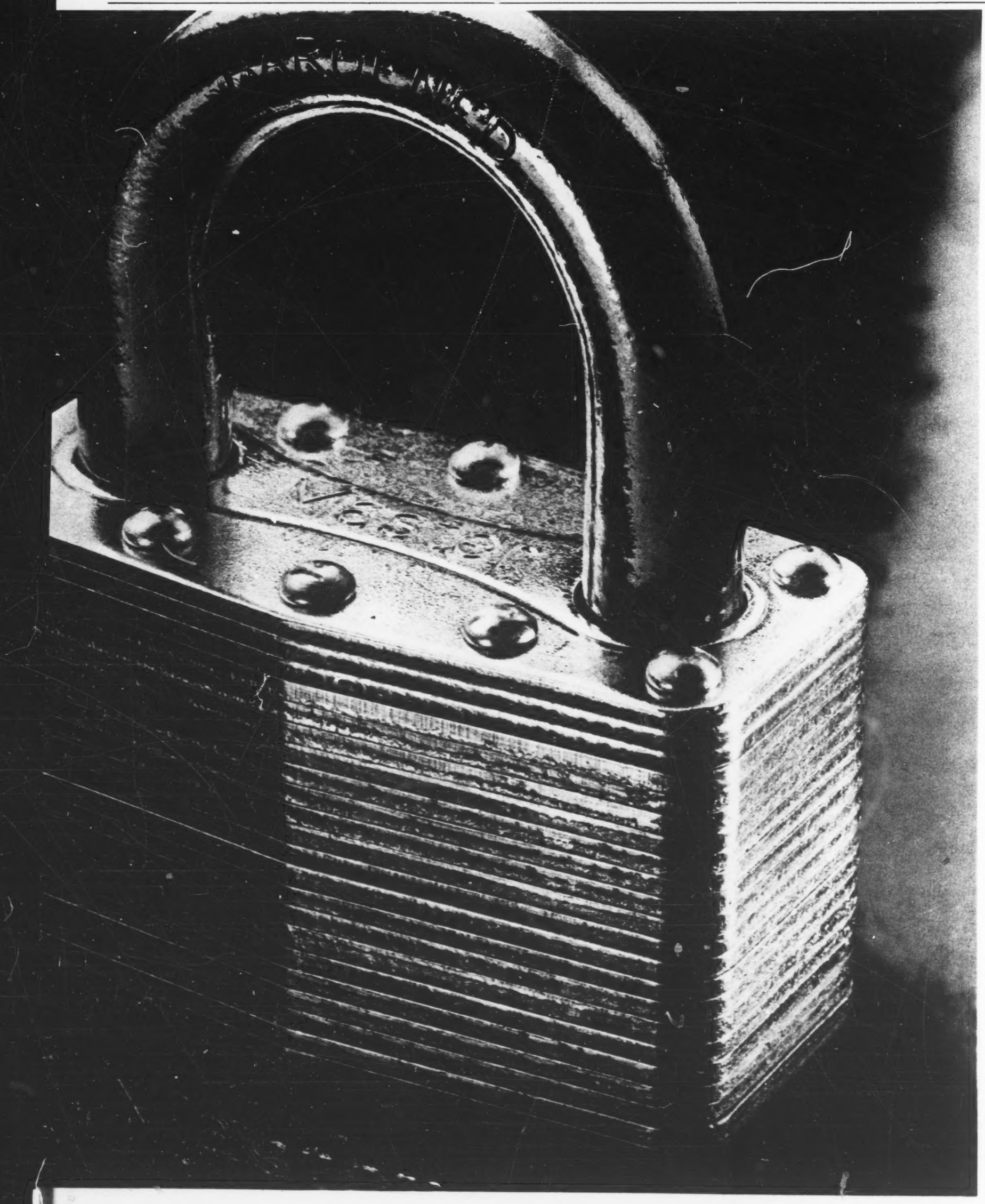
Energy Savers Heat Up

In seasonal items, we are seeing the fall buildup of door and window insulation, heating tapes and other insulation. With the skyrocketing price of heating oil and energy for the home in general, retailers are looking for a strong season here.

Storm window kits, felt and fiberglass insulation in several packaged forms were also just off the chart, with slightly less dollar volume. Fiberglass availability is not a problem, as it was in the past. We expected a very cautious ordering pattern in weatherstripping because there is still plenty around from last year, but we have been shipping the product out.

In lawn & garden, we've reached a stagnant period on garden hoses, trimmers and the outdoor product. However, we are pleased with the movement of indoor garden products as stores gear up for the winter plant season. We have been working to build our lawn & garden program, and basic movement for fall and winter centers on pots and plant food.

Discount Store News PIA PRODUCT MOVEMENT AUDIT



Nichols' Bids

(Continued from page 3)

Charleston, S.C., on which Nichols has bid.

Sixteen other Fields remain to be sold and the auction of these stores is expected to take place sometime in November. If bids on any of these units are received in time for the Oct. 11 auction, the stores will be included in that sale, a spokesman for the real estate companies handling the sale said.

Nichols at the July auction originally bid $200,000 for the Greenville store and $300,000 each for the two Charleston units. The discounter was the only bidder for these three Fields.

A representative of Stone East Associates, one of the two companies handling the sale of the Fields stores, objected to Nichols' bids, asserting that the price was too low.

Stone East's asking price was $500,000 for the Greenville store and $1,000,000 for each of the Charleston units.

Nichols then raised its bid for the Greenville store to $250,000 and made a bulk bid of $900,000 for the two in Charleston.

The Stone East representative again rejected the two bids and asked that the stores be removed from the auction. Bankruptcy Court Judge John Galgay turned down the request and said he would decide later if Nichols' bids were to be accepted.

Bid Accepted

In subsequent discussions, Nichols' $250,000 bid for the Greenville store was accepted as was a $575,000 offer for one Charleston unit.

If Nichols' bid for the remaining Charleston Fields is accepted, the discounter would remodel and open both stores simultaneously in 1980.

Nichols' remodeling of the Greenville store will follow the discounter's standard mix of departments.

The move into South Carolina put Nichols into its fourth southern state. The discounter already has stores in Virginia, West Virginia and North Carolina, including Gastonia and Lumberton, N.C., close to the state line with South Carolina.

Nichols' competition in Greenville, S.C., includes four Sky City stores, three units each operated by K mart and Big K, one Woolco and one Sam Solomon catalog showroom, while in Charleston there are eight Big K's, three K marts and two Sam Solomons.